



The Diversity of Piemonte: Where Wine and Tea Flavours Meet

(Hong Kong, 14th May, 2012) - "Piemonte Land of Perfection" will be bringing some of Italy's finest wines to Asia. Comprising 37 top wineries from Piemonte, Italy's northeastern premium quality wine region, the group will showcase a full range of wines that express diversity and unique terroir expressions.

The special connection between Piedmonte wines and Chinese tea will be the focus of "The Diversity of Piemonte," a three-day programme which features three tasting sessions and an exclusive masterclass led by Jeannie Cho Lee MW. The event will be held throughout Vinexpo Asia-Pacific Hong Kong.

Jeannie will lead the discussion by exploring the unique expressions of Piemonte wines and how they mirror the spectrum of flavours found in Chinese tea. The masterclass will also feature guest speaker and renowned Hong Kong tea master, Vesper Chan, who will discuss the ancient art and culture of tea.

Details of the tasting include:

The Diversity of Piemonte: Where wine and tea flavours meet

Tasting Sessions

Date and Time:

29 May 2012 (2pm – 6pm)

30 May 2012 (2pm – 6pm)

31 May 2012 (10am – 4pm)

Venue:

(29 and 31 May) Tasting Lounges 101B, L1, Hong Kong Convention Centre, Wanchai, Hong Kong

(30 May) Grand Foyer, L3, Hong Kong Convention Centre, Wanchai, Hong Kong

Masterclass

Date: 30 May 2012

Time: 3:30pm – 5pm

Venue: Grand Foyer, L3, Hong Kong Convention Centre, Wanchai, Hong Kong

"The Hong Kong Vinexpo is a turning point for Piemonte wine, – said Andrea Ferrero, president of Piemonte Land of Perfection – for the first time the region is moving as a whole, introducing itself with a precise identity. This is a necessity required by the new foreign markets, like Asia, where wine exports keep growing. This is a necessity required by the new foreign markets, like Asia, where wine exports keep growing. Piemonte Land of Perfection will debut in China, with 37 companies associated with different Piedmont consortia. Barolo, Barbaresco, Barbera, Dolcetto, Asti Spumante, Moscato and Brachetto, all wine varieties will be well represented by prestigious wineries."

Jeannie Cho Lee MW adds, "This is the first time that we are bringing together the range of flavours found in the diverse region of Piemonte and finding parallels in the flavours and range of tea. My experience over the past several years searching for links between wine and tea have led to me seek the expertise of tea masters such as Vesper Chan who have shared with me their vast knowledge of the wonderful beverage. I am looking forward to exploring this topic with everyone and sharing the parallels between tea and wine that I have discovered over the years."

Participating wineries include Bruno Rocca Az. Rabaja', Vigneti Luigi Oddero E Figli, Gianni Gagliardo, Cantina Gigi Rosso, Rivetto Dal 1902, Cascina Del Monastero, Serradenari, Viberti Giovanni, Col Dei Venti, Malvira', Cantine Bava, Cavallotto - Bricco Boschis, Fontanafredda, Cantine Sant'agata, Renato Ratti,

Pecchenino, Icardi Pierino, Sylla Sebaste, Paitin, Roberto Sarotto, Matteo Correggia, Casina Bric 460, Renzo Seghesio - Pajana, Ca' Du Rabaja', Adriano Marco E Vittorio, Az. Agricola Scagliola Ss, Macario Giovanna, Borgo Isolabella, Cantina Alice Bel Colle Sca, Az. Agr. Ghione Anna, Cantina Di Clavesana, Az. Agricola Bera Valter, Abbazia Di San Gaudenzio, Cantina Sant'evasio, and Antica Vineria Soc. Coop. Agr.

About Piemonte Land of Perfection



Established on 29 July 2011, “Piemonte Land of Perfection” brings together the main consortia for the protection of individual products (Consorti di Tutela) and producers’ associations to create a dialogue with the Piedmont Regional Council and to promote the region’s local products in Italy and abroad. The campaign is intended to support the region’s wine growers and producers in the face of increasing global competition, guiding activities to realise the full potential of the “made in Piedmont” label.

Andrea Ferrero has been appointed chairman and Gian Luigi Biestro vice-chairman. Ferraro, Biestro and the other founding members represent the major wine consortia in Piedmont overseeing wine regions of Barolo, Barbaresco, Alba, Langhe, Roero, Brachetto d'Acqui, Asta, Monferrato, Moscato d'Asti as well as the Association of Piedmontese Wine Producers and the Canelli Wine Growers' Cooperative. The group anticipates future memberships of smaller consortia and the possibility of championing more of the regions quality products.

About Jeannie Cho Lee MW



Jeannie Cho Lee is the first Asian Master of Wine, an award-winning author and one of the world’s foremost wine experts. She is a Contributing Editor for Decanter Magazine (UK), Co-Chair of Decanter Asia Wine Awards and is a columnist for the South China Morning Post, China Business News, Noblesse and Decanter Taiwan. For nearly two decades, Jeannie has been a regular contributor to notable wine publications around the world, including Wine Spectator, Wine Business International, The World of Fine Wine and Revue du Vin.

Jeannie is a much sought-after wine consultant, speaker, judge and educator. She is currently a Wine Consultant for Galaxy Macau, responsible for the master wine list of nearly 50 F&B outlets, as well as for Singapore Airlines, involved in selecting all the wines served on all routes. Recognized for her contributions to the wine industry, Jeannie won the Vintality Award in 2009.

About Vesper Chan



Vesper Chan was born in Chiu Chow Province in China. With over 17 years of experience in Chinese tea tasting, education and promotion, he is regarded as one of the most talented and versatile tea critics, specializing in examining the quality of Yunnan new and old Pu-er tea. As early as 1948, he has been inspired by his peers to study about tea. In 1988, he set up his first tea house in Hong Kong, and in 1991, he created his first basic tea tasting course for connoisseurs in Hong Kong.

In 1993, he invested in the making of the first video course on tea making in Hong Kong - a two-part videos called "The methodology of making fine Chinese teas". He also started offering free tea tastings at his tea house. In 1994, Chan joined Guangzhou tea master Chen Guo-Zhang to set up China's first modern tea house and was in charge of training China's first national female-only professional tea maker team. In 2001, Chan set up his second tea house - the 3000-square feet "Chan House", which until today remains the largest tea house in Hong Kong. Since 1992, Chan has actively participated as an anchor and guest speaker on local TV and radio stations (TVB and RTHK), including hosting "The World of Tea" on RTHK.

To find out more about "The Diversity of Piemonte" tasting sessions and masterclass, please contact:

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皮埃蒙特多樣化 茶酒同道顯真章

(香港, 2012年5月14日) - 擁有37個皮爾蒙特頂級酒庄的「Piemonte - Land of Perfection」組織將於2012年香港亞太葡萄酒和烈酒展會 (Vinexpo Asia-Pacific Hong Kong) 帶來這個意大利東北方優質酒區的精選佳釀, 展現這個酒區富饒的多樣性和獨特的風土特性。「從皮埃蒙特看茶酒同道」三天品酒巡迴禮特意研討皮埃蒙特大區內的葡萄酒和中國茶微妙的關係。三天活動包括三場品酒會與一場由李志延葡萄酒大師領導的大師班。

品酒會詳程如下：

「從皮埃蒙特看茶酒同道」品試會

日期與時間：

2012年5月29日 (下午二時至六時)

2012年5月30日 (下午二時至六時)

2012年5月31日 (上午十時至下午四時)

地點：

(2012年5月29日和31日) 香港會議展覽中心一樓101B品試室

(2012年5月30日) 香港會議展覽中心三樓大會堂前廳

大師班

日期：2012年5月30日

時間：下午3時分至5時

地點：香港會議展覽中心三樓大會堂前廳

「今年香港亞太葡萄酒和烈酒展會對於我們來說是一個轉折點。」 Piemonte Land of Perfection 的會長Andrea Ferrero先生說。「是我們首次向亞洲展示皮埃蒙特葡萄酒精彩多樣的個性。面對不斷增長的亞洲新興市場，Piemonte Land of Perfection 今次是在中國首次亮相，我們會帶同37個酒莊同行，包括來自Barolo, Barbaresco, Barbera, Dolcetto, Asti Spumante, Moscato和 Brachetto產區的標誌酒莊，展示皮埃蒙特各式各樣葡萄酒的獨特個性。」

李志延葡萄酒大師續說：「這是我們首次把皮埃蒙特葡萄酒的和中國茶放在一起，從它們多變的味道追溯兩者源遠流長的歷史和風土特色。過去幾年，我一直在探索茶酒之間的共通之處，從而認識了幾位茶藝大師，包括今次大師班的客席講者陳國義先生。陳先生跟我分享了許多關於茶藝的學問。我極期待跟大家分享這個有趣的題目，鑽研茶酒同道之說。」

參展酒庄包括 Bruno Rocca Az. Rabaja', Vigneti Luigi Oddero E Figli, Gianni Gagliardo, Cantina Gigi Rosso, Rivetto Dal 1902, Cascina Del Monastero, Serradenari, Viberti Giovanni, Col Dei Venti, Malvira', Cantine Bava, Cavallotto - Bricco Boschis, Fontanafredda, Cantine Sant'agata, Renato Ratti, Pecchenino, Icardi Pierino, Sylla Sebaste, Paitin, Roberto Sarotto, Matteo Correggia, Casina Bric 460, Renzo Seghesio - Pajana, Ca' Du Rabaja', Adriano Marco E Vittorio, Az. Agricola Scagliola Ss, Macario Giovanna, Borgo Isolabella, Cantina Alice Bel Colle Sca, Az. Agr. Ghione Anna, Cantina Di Clavesana, Az. Agricola Bera Valter, Abbazia Di San Gaudenzio, Cantina Sant'evasio, 和 Antica Vineria Soc. Coop. Agr.

關於Piemonte - Land of Perfection



Piemonte - Land of Perfection於2011年7月29日成立，目的是作為「皮埃蒙特大區個別產品保護合作社」(Consorzi di Tutela)、皮埃蒙特大區酒莊聯會和皮埃蒙特地區理事會的溝通橋梁，以及負責推廣皮埃蒙特大區的葡萄酒致全國和海外。Piemonte - Land of Perfection旨在支持該地區的葡萄產業和酒莊在面對全球日益增加的市場競爭之中，對外推廣皮埃蒙特大區葡萄酒多樣的個性和潛力。

Piemonte - Land of Perfection主席Andrea Ferrero及副主席Gian Luigi Biestro 及一眾創會成員，包括代表著皮埃蒙特大區內的主要產區公社：Barolo, Barbaresco, Alba, Langhe, Roero, Brachetto d'Acqui, Asta, Monferrato, Moscato d'Asti，以及Association of Piedmontese Wine Producers和Canelli Wine Growers' Cooperative，致力為推廣皮埃蒙特大區葡萄酒而努力。Piemonte - Land of Perfection預計未來會有更多獨立的釀酒商加入，希望能把皮埃蒙特大區更多高質的葡萄酒推廣至世界各地。

關於李志延葡萄酒大師



被譽為亞洲葡萄酒界超卓權威之一，李志延為全球首位獲得倫敦Institute of Masters of Wine 所頒發「葡萄酒大師 (Master of Wine)」殊榮的亞洲人。李氏定期為著名葡萄酒雜誌英國《品醇客》(《Decanter》)，美國《Wine Spectator》(《葡萄酒觀察家》)及法國《Revue du Vin》撰文，並每周為香港《南華早報》，中國《中國經營報》及每月為台灣《品醇客》及韓國《Noblesse》撰寫專欄。今年，李氏被邀擔任2011品醇客亞洲

葡萄酒大賽 (Decanter Asia Wine Awards) 聯合主席評審。

李志延被認為擁有獨到灼見的作家、葡萄酒評家、評審及講者。李志延現為星加坡航空公司及澳門銀河綜合渡假城的品酒顧問。她與Berry Bros & Rudd 共同創建了香港優質葡萄酒學校。李志延擁有法國藍帶餐飲學院 (Cordon Bleu)的Certificat de Cuisine專業資格、日本清酒匠研究所(SSI)的日本清酒品酒師專業認證、英國葡萄酒與烈酒教育信托基金會(WSET)及美國葡萄酒導師協會 (Society of Wine Educators) 頒發的國際認可葡萄酒導師資格，並於2009年獲頒發世界著名的「Vinality 國際大獎」，以表揚她對葡萄酒業的貢獻。

關於陳國義先生



陳國義先生，潮籍人仕。經歷十七年品茶，知茶，識茶，陳君以成為多才中國品茗茶藝專家。對於雲南新舊普洱茶，陳君也是品質鑑評專家。一九四八年出生自小受前輩之影響與茶結下不解緣。八八年在香港創立茶藝樂園。九一年開設了中國茶藝課程為愛茶者有一個初入門的基礎，九三年自資拍製了全港首創的錄影帶“中國名茶沖泡法”二卷，並在店內創立免費試茶服務。

九四年，陳君應廣州陳國璋先生邀請合作在越秀公園對面之“蘭圃”設立中國第一家現代化管理之“茶藝樂園”並且全責在國內培訓第一批優質全女班農科大專級茶藝師。○一年陳君設立另一茶藝悠閒館名為“陳茶館”佔地三千多平方尺至今仍全港最具規模。於九二年間曾擔任香港電台第一台「茶藝世界」節目主持人，近日亦與香港無線電視和香港電台合作籌辦茶藝專題介紹節目，課程及講座。

如欲查詢「從皮埃蒙特看茶酒同道」品試會和大師班，請聯絡：

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